



February 27, 2006

Dear Potential Exhibitor or Sponsor:

The AgSTAR Program is writing you to announce exhibit and sponsorship opportunities at our **AgSTAR National Conference**, April 25-26, 2006, in Madison, WI. The conference will take place at the Madison Concourse Hotel. This year we anticipate 175 attendees, from throughout the U.S. and internationally.

This letter outlines options and opportunities for sponsorship and exhibits, and provides important logistical information.

Sponsorship Opportunities

All funds provided by our sponsors will be used to offset the costs of refreshments during the conference and reception that cannot be covered with government funds. **Sponsors will enjoy a host of benefits**, including: increased exposure among the conference attendees and recognition in the conference materials. AgSTAR will list sponsors in the conference proceedings, the agenda, and will post signs at the conference acknowledging sponsors' generous donations. Signs will include single color graphics (*i.e.*, logos) if they are provided electronically in advance.

There are two ways to sponsor the AgSTAR National Conference:

- Option One: Provide sponsorship at a certain level.
- Option Two: Be a primary sponsor of a specific conference function.

These options are outlined in detail on the attached *Sponsorship Opportunities* form.

Exhibit Opportunities

With 175 attendees from throughout the US and the world, the AgSTAR National Conference is a prime opportunity for you to get your message out! There are a limited number of booth and table top exhibit spaces available **free of charge**. Exhibitors will receive a 10' X 10' booth space or a table top space on a first-come first-served basis. All exhibitors will be listed in the conference proceedings document.

Exhibit set-up will be on Monday, April 24, from 2:00 PM – 6:00 PM. There will be an evening reception held in the exhibit hall from 5:30–7:30 PM on Tuesday, April 25th. Both continental breakfasts and all breaks will be served in the exhibit hall. Exhibits can be broken down on Wednesday morning from 12:00 Noon – 4:00 PM. This schedule is tentative and subject to change. The attached *Exhibit Opportunities* form provides more information.

If you are interested in any of these sponsorship or exhibiting opportunities please fill out the enclosed forms and fax them to AgSTAR's contractor, Eastern Research Group, Inc. (ERG), at 781-674-2906 (fax). A conference planner from ERG will call you within a few days to coordinate your sponsorship options and/or email an exhibit packet. If you have any questions please feel free to contact ERG at 781-674-7272 (phone), or via e-mail: meetings@erg.com.

Thank you for your interest in exhibiting and sponsoring the AgSTAR National Conference. I look forward to seeing you in April in Madison!

Sincerely,

Kurt Roos
AgSTAR, U.S. EPA

AGSTAR NATIONAL CONFERENCE AND PROJECT EXPO SPONSORSHIP OPPORTUNITIES

There are two ways to be a sponsor at the AgSTAR Conference

Option One: Provide sponsorship at a certain level; funds will be used to offset the costs of breaks or meals. Choose from the following sponsorship levels:

- ☐ AgSTAR Capitol Club \$5,000 and up
Sponsors at this level will be listed in the proceedings and on the AgSTAR Web site, two signs acknowledging their sponsorship will be displayed, and sponsors will receive an electronic version of the attendee list.
- ☐ AgSTAR Platinum \$3,000 and up
Sponsors at this level will be listed in the proceedings and on the AgSTAR Web site, two signs acknowledging their sponsorship will be displayed.
- ☐ AgSTAR Gold: \$1,000 and up
Sponsors at this level will be listed in the proceedings and a sign acknowledging their sponsorship will be displayed.
- ☐ AgSTAR Friend: Please write in any amount \$
Sponsors will be listed in the proceedings and may receive additional acknowledgment of their sponsorship.

Option Two: Be a primary sponsor for a particular reception, breakfast or lunch. There are a variety of options available, please see the reverse of this form for information. Opportunities to be a primary sponsor for a specific function are limited and will be allotted on a first come, first assigned basis. If your first option is not available, ERG will contact you to discuss other available options.

- ☐ Yes, I would like to be a primary sponsor and I have indicated my preference in the box.

Please fill out the following contact information, this will be used to coordinate your sponsorship options. Please fax this completed form to 781-674-2906.

NAME: _____

COMPANY NAME: _____

ADDRESS: _____

PHONE: _____

FAX: _____

E-MAIL: _____

Option Two: Primary Sponsorship of a Specific Event

The following is a list of available group functions that are planned for the AgSTAR National Conference and the costs associated with being a primary sponsor of the event.

Reception in the Exhibit Hall on Tuesday Evening, April 25

Anticipated Menu:

Italian Station

Tex-Mex Station

Roast Beef Carving Station

Glazed Ham Carving Station

Dessert Station

Reception Includes a Cash Bar (unless bar is sponsored, see below)

Sponsorship Costs: \$7,650

Reception Bar, Tuesday Evening, April 25 (Two Hours based on 175 people)

Sponsorship Costs: \$3,375 for House & Premium brands or **\$4,700** for Top-Shelf brands.

Only Full Sponsorship of the Bar Can Be Accepted. *If the full bar is not sponsored, there may be the possibility of purchasing individual drink tickets for \$5.50-\$6.75 each to give away*

Continental Breakfast on Tuesday and Wednesday mornings (two available)

Assorted Fruit Juices to Include Orange, Apple, Cranberry & Grapefruit

A Selection of Seasonal Cubed & Whole Fruits with Honey-Lime Yogurt

Fresh Bakery Selection to Include Croissants, Danish, Muffins, Fruit & Nut Breads

Freshly Brewed Regular & Decaffeinated Coffees, Variety of Traditional & Herbal Teas

Sponsorship Costs: \$1,500 per day, two days available

Lunch on Tuesday, April 25

Plated lunch with salad, rolls,

Freshly Brewed Regular & Decaffeinated Coffees, Variety of Traditional & Herbal Teas, Milk

Sponsorship Costs: \$3,000

Lunch on Wednesday, April 26

Boxed lunch to take on the field trip.

Regular & Diet Soft Drinks, Bottles of Flavored Iced Tea, Chilled Sparkling & Still Mineral Waters

Sponsorship Costs: \$2,000

Afternoon Coffee Break

Cookies, brownies, sliced fruit

Regular & Diet Soft Drinks, Bottles of Flavored Iced Tea, Chilled Sparkling & Still Mineral Waters

Freshly Brewed Regular & Decaffeinated Coffees, Variety of Traditional & Herbal Teas, Milk

Sponsorship Costs: \$1,00 per day, two days available

PLEASE NOTE: All menus are tentative and can be adjusted to fit sponsors' requests, please contact ERG at 781-674-7272 for additional information.

AGSTAR NATIONAL CONFERENCE EXHIBIT OPPORTUNITIES

If you are interested in exhibiting at the AgSTAR National Conference please complete this form and fax it to ERG at 781-674-2906. A space will be held for you and a complete exhibitor's packet will be mailed.

NAME: _____

COMPANY NAME: _____

PHONE: _____

FAX: _____

E-MAIL: _____

Please send me an exhibitor packet for a (check one):

☐ Table Top Exhibit Space ☐ 10' X 10' Booth Exhibit Space

Exhibit space is free of charge and available on a limited, first-come, first-served basis.

Please note that exhibitors are responsible for the rental costs of all furnishings, electricity, and equipment for their booth, a list of rental fees will be included in the exhibitors' packet. If you need a table or chairs, let us know and we will make the necessary arrangements

ALL exhibitor personnel must register for the conference (registration form will be included in your exhibit package).